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CARNATIONS

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THE SIM CARNATION CO INC.
SAUGUS, MASSACHUSETTS.
ARCHIBALD MILLER. JAMES L. MILLER.

FOREWORD

All of us have heard it stated from time to time that altogether too many new varieties of carnations are being introduced and that the industry would be benefitted if fewer new varieties reached the market. While we must admit that many new carnations are disseminated which do not amount to much and perhaps should not have been introduced, we cannot stress too strongly the constant need of new varieties.

Even if today's introductions are no great improvement upon yesterday's fine carnations, they are still essential. The reason for this is obvious. Vegetative reproduction is necessary. Carnations cannot be grown true to variety from seed. After propagating by means of cuttings for a number of years, a variety deteriorates. No variety propagated in this manner has ever been introduced, or probably ever will be introduced, which could tolerate this method of propagation beyond a limited number of years. Some varieties last five years, some ten, but sooner or later all must be replaced. Therefore, new varieties must be disseminated year after year, even although they do no more than maintain the present standard.

An example of this need is illustrated by our lack of a good deep pink carnation today. There is no outstanding variety of this color available; no carnation in this color class which does not have more or less serious faults. The older varieties are beginning to deteriorate, and the newer varieties in this shade do not quite fill the bill. Even although it should not prove superior to good deep pink carnations of the past, a new carnation of this color is needed to perpetuate the shade. In a year or two it may be a red that will be needed, and then a white, and so on. The flow of new varieties must be continuous or the carnation industry will suffer.

Nor can we afford to ignore the novelty shades that are being introduced. These carnations are opening up new outlets for the Divine Flower, making it possible for the carnation to meet the competition offered by other flowers and to forge ahead in popularity.

And so the shrewd grower will plan to spend a certain amount each year for new varieties. This is good business. The older varieties which are not doing any too well this year probably won't do as well next year. Plans must be made in advance. Now is the time to consider next year's planting. It may not be advisable to buy heavily of the new offerings, but they certainly should be given a trial. A moderate annual investment in new varieties will pay big dividends in the long run. The Sim Carnation Co., Inc., offers you, on the following pages, the best of the newer varieties, together with a selected list of the outstanding standard carnations.

There is no substitute for quality

PHARAOH

(Illustrated on front cover)

This variety was introduced last season, but the demand for it so far exceeded our expectations that we were compelled to withdraw it from the market. Advance orders for this lovely novelty have been so heavy this season that there is again the possibility that we may not be able to meet the demand. Therefore, we urge you to place your order for PHARAOH at the earliest possible date.

This is the most beautiful novelty carnation available. It is in a color class by itself, being the only carnation we know of possessing this unusual color. The petals are a delicate shade of orange with a slightly pink tinting. The tips of each petal are fringed with scarlet. There are no pencilings. The bloom measures from 3 1/2 to 4 1/2 inches across, and is full and well formed. The petals are fringed. Although this is a very large flower, production is high and the percentage of splits is a fraction of one per cent. The plants are large and bushy, the foliage is broad, the stems are long and hold the large flowers erect. The flowers are splendid keepers and shippers at all times, and will almost always command premium prices. Pharaoh is not restricted.

\$15.00 per 100

\$125.00 per 1000

DARK PINK VIRGINIA

(Illustrated on back cover)

This is our own sport of Virginia, although it is identical to another rose pink sport of Virginia being offered under a different name. The name DARK PINK VIRGINIA is used to designate the two different sources of these sports.

This variety is exactly the same as Virginia in every respect except color, which is a lovely rose pink, similar to that of Pink Treasure. This color is in far greater demand than is the light pink of the parent plant, and it is proving to be more popular than the deep pink Ward shades. If Virginia has done well with you, you will certainly want to try DARK PINK VIRGINIA. Our stock is vigorous and free of disease.

\$12.50 per 100

\$100.00 per 1000

RUTH HENGSTENBERG

A new light pink seedling, similar in color to Virginia. The blooms are larger and fuller than those of Virginia, and the plants are larger and more productive. The stem is long, the flowers are good keepers, and there is very little splitting.

\$12.50 per 100

\$100.00 per 1000

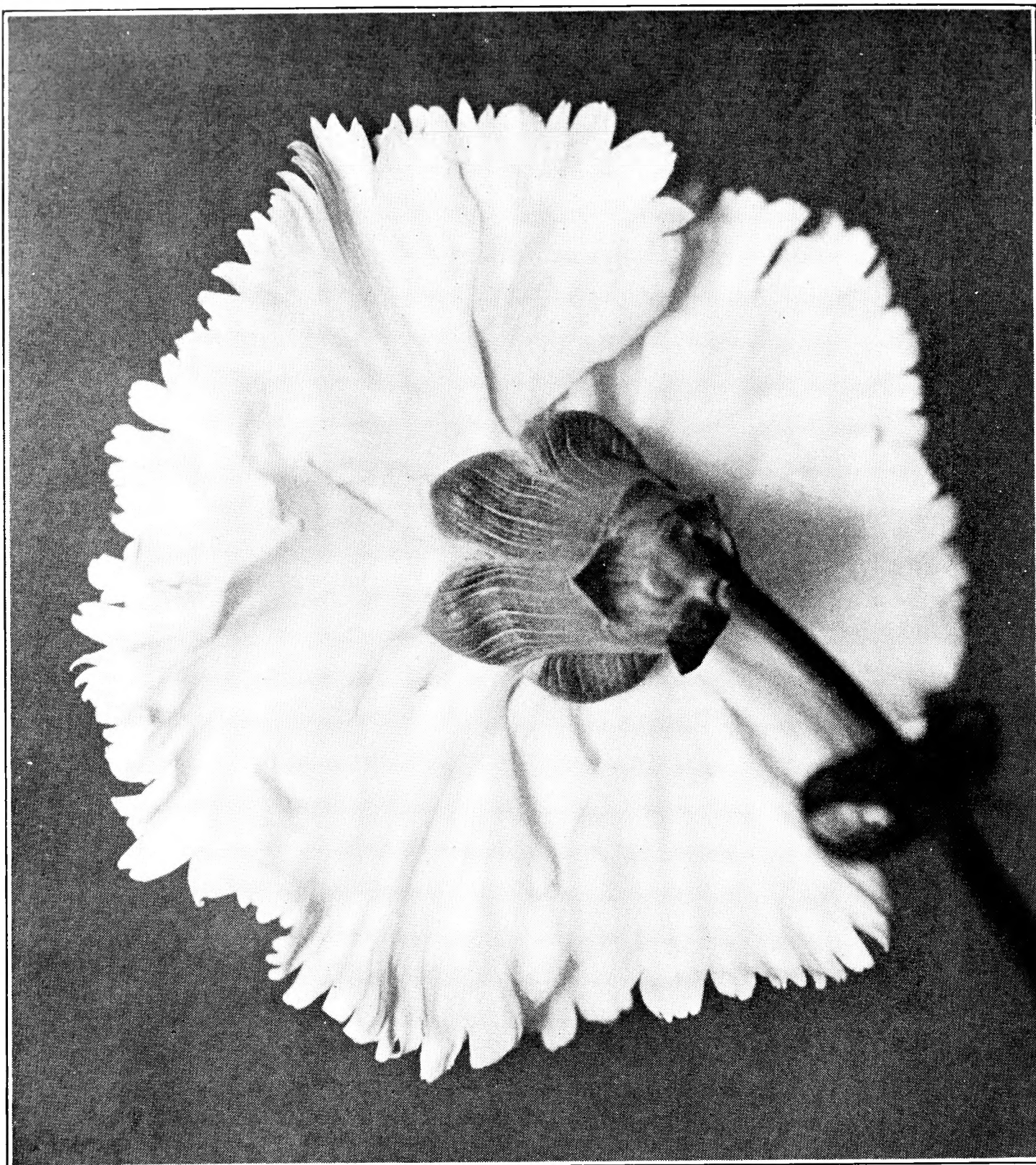
JOYCE

A lovely new deep crimson or maroon seedling originated by Carl Engelmann of England. The variety has been grown in this country for several years, and is now ready to take its place as a leader in this color class. We believe that it will prove superior to all crimsons now available. The flowers are large and beautifully formed. They are fine keepers. The stem is long. There is very little splitting. The variety is a good producer. It is not restricted.

\$20.00 per 100

\$150.00 per 1000

Our prices are fair and as low as is consistent with careful selection, skillful propagation and efficient service



SNOW WHITE

We selected this particular picture because it was our belief that a study of the calyx formation and the form of the under side of the flower, showing the fringed petals and the actual size of the bloom, would be more instructive than a full front view which would show very little. The photograph is actual size.

SNOW WHITE is a very large, pure white seedling with blooms measuring up to four inches and more in diameter. It is not to be confused with any other variety having the same or a similar name. This is the first time that SNOW WHITE has been offered for sale. The fragrant flowers are symmetrical in form and have high, full centers with plenty of substance. In spite of its size SNOW WHITE will average over 30 blooms per square foot of bench. The flowers are good keepers, and from Thanksgiving on, when they attain full size and top quality, seldom fail to command premium prices. Although the flowers are very full, there is a minimum of splitting, and this is very largely confined to the first flowers. The plants are very large and bushy, breaking freely from the base of the plant and producing a heavy growth. The foliage is broad. The stems are of medium length, and adequately support the large flowers. There is no trace of disease in the variety. It propagates easily and produces an abundance of cuttings. This variety is not restricted.

\$15.00 per 100

\$125.00 per 1000

WHITE VARIETIES

OLIVETTE. A pure white seedling of medium size, beautifully formed and delicately scented. The flowers are perfectly symmetrical and have high, full centers. Although the number of petals is great, the long, broad calyx has six prongs and is almost never known to split. Last year OLIVETTE led all of our other varieties in production. The stem is of medium length and is strong. The flowers are remarkable keepers.

\$12.50 per 100 \$100.00 per 1000

PURITAN. One of the most prolific and profitable varieties grown today. The plants are large and bushy, are easy to grow and are disease-resistant. While not exhibition blooms, they are of fine quality and good size and are delightfully fragrant. The color is pure white at all times. The keeping quality is all that could be desired. The plants branch very freely, and produce an abundance of cuttings.

\$6.00 per 100 \$50.00 per 1000

PATRICIAN. This fine variety is still one of the leading white carnations. The blooms are of show quality, yet are produced in abundance. They are especially fine in the Spring. The plants are large and bushy. The stems are long and straight. The flowers keep and ship perfectly.

\$6.00 per 100 \$50.00 per 1000

PURITY. This is one of the best of the English varieties. The blooms are pure white, are of good size and are carried on very long stems. The calyx is firm. The flowers are beautifully formed with fringed petals, similar to a large bloom of Ivory. The plants are large, production is high and the flowers are good keepers.

\$7.00 per 100 \$60.00 per 1000

JOAN MARIE. (*Patented by Florex Gardens. Agreements must be signed*). A fine commercial white very much in favor in many sections of the country. It is a good producer of high quality blooms. It has fine stems and large, bushy plants.

\$7.00 per 100 \$60.00 per 1000

CRIMSON VARIETIES

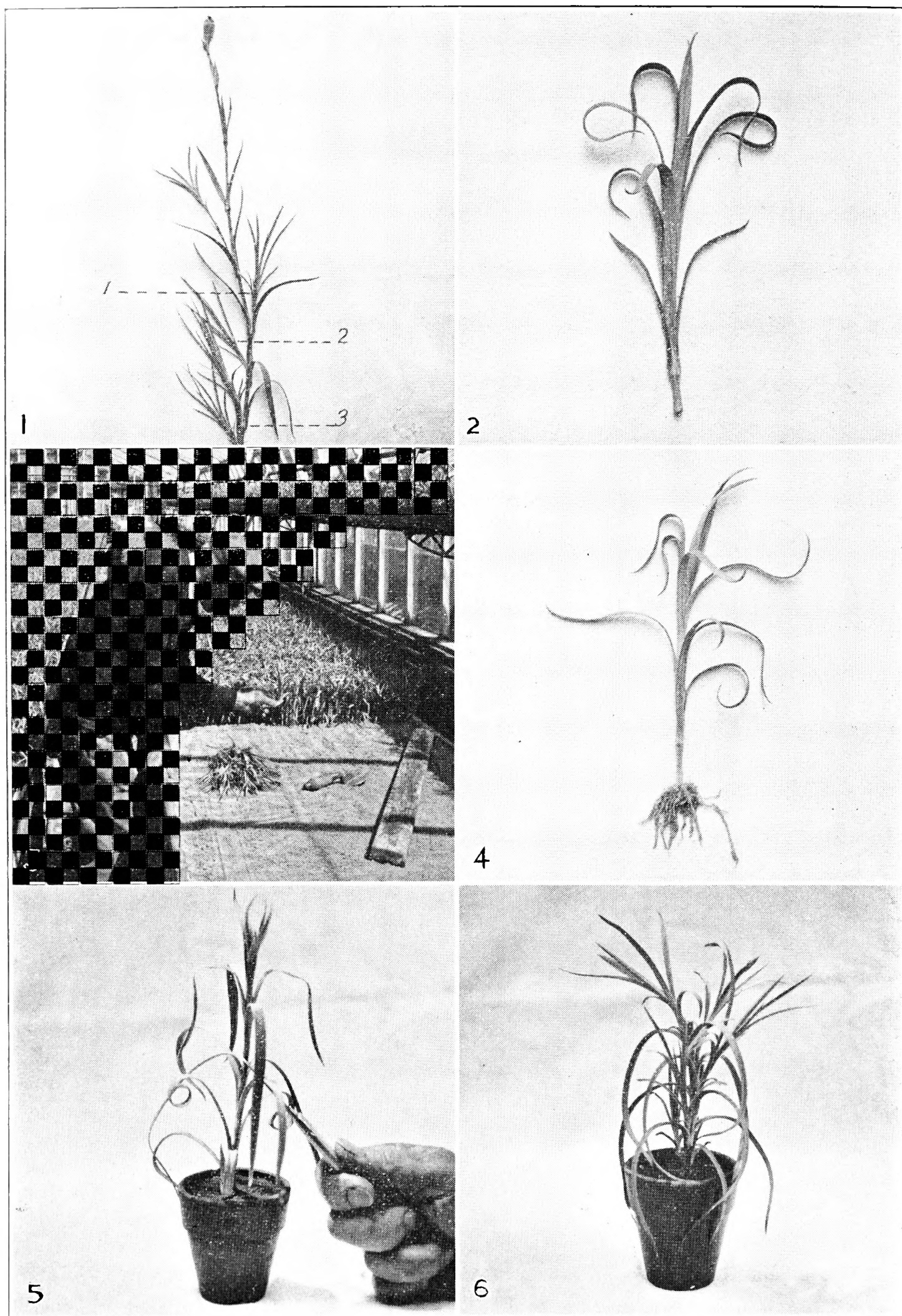
WOBURN. We still rank this as the leading standard crimson carnation. Practically every flower is of top quality. The blooms are large and full with slightly fringed petals. The calyx never splits. The stem is long and strong. This color brings premium prices at all times on the large markets.

\$7.00 per 100 \$60.00 per 1000

JOHNSON'S CRIMSON. The color is the same as that of Woburn. The variety is earlier and freer than Woburn, but the blooms are not of the same uniform high quality. Many growers prefer this carnation because of its much higher production and earlier flowering.

\$6.00 per 100 \$50.00 per 1000

Cheap cuttings are likely to produce cheap results



1. Cuttings to be taken for propagation. 2. Cutting prepared for sand. 3. Cuttings being placed in sand. 4. Rooted cutting. 5. Plant ready for first topping. 6. Plant six weeks after topping.

Selection in cuttings is all important

LIGHT AND MEDIUM PINK VARIETIES

MAYTIME. Accurate and detailed production figures have been kept on this variety for the past four years. During that time it averaged more than 40 blooms per square foot of bench each year. Previous to last year, the average number of split blooms was 5%. Last year the number of split blooms increased to 17%. Last year MAYTIME cut 42.1 blooms per square foot of bench from August 1st when it was planted to July 5th when it was thrown out. Thus if we had thrown away everyone of the 7.2 blooms per square foot that split, we would still have had 35 good flowers per square foot; and 87% of these were top quality flowers. We grow only two varieties that have ever surpassed MAYTIME in production, and we have no variety that has yet proven to be more profitable. The flower is a lovely shell pink, is beautifully formed, is symmetrical and measures from 3 to 3 1/2 inches across. The stem is very long and stiff. The plants are upright, having no surplus foliage, and allowing of close planting. The plants grow very rapidly. The flowers are excellent keepers. They will maintain their size, color and keeping quality during hot Spring weather better than any other variety in this color class.

\$8.00 per 100 \$70.00 per 1000

VIRGINIA. This fine carnation of Enchantress pink is very widely grown and is one of the most popular of all light pink varieties. Blooms are of medium size, petals are fringed, stems are stiff and of medium length, and the calyx never splits. Virginia is a good producer, and the flowers are fine keepers.

\$7.00 per 100 \$60.00 per 1000

ELEANOR. This is a fine light salmon pink. Blooms are symmetrical with high, full centers and petals that are slightly fringed. Production is good. Calyces are firm. Plants are very large and bushy. Stems are long and stiff.

\$7.00 per 100 \$60.00 per 1000

GIANT LADDIE. A salmon pink sport of Laddie, with larger flowers, deeper color and more vigorous habits than the parent plant. It is a fair producer of show quality blooms, and is a fine variety for private estates or growers with a select market. Our supply of this variety is limited.

\$10.00 per 100 \$90.00 per 1000

PETER FISHER. One of the outstanding varieties in the medium or rose pink class. It is well liked everywhere. The flowers are of medium size with deeply fringed petals. They are perfect keepers. The stems are long and strong, calyces are firm, production is high and the plants are large and disease-resistant. It is an easy and pleasing variety to grow. The lively rose shade is very popular, and flowers are at their best during the Spring holiday season.

\$7.00 per 100 \$60.00 per 1000

PINK TREASURE. (Patented by Baur-Steinkamp Co. Agreements must be signed). This is a medium pink shade, much lighter than My Love or Ward. It resembles Patrician in form and substance, but has a longer stem and firmer calyx. The blooms are full and rounded with fringed petals. It will not produce as many blooms as Dark Pink Virginia or Peter Fisher, but the flowers are much larger. It is a good keeper and a very satisfactory variety.

\$20.00 per 100 \$150.00 per 1000

BERKSHIRE HILLS. This is a light salmon pink sport of Patrician. The flowers and plants have the same form, size and habits as do those of Patrician.

\$15.00 per 100 \$125.00 per 1000

Skillful propagation enables you to get started right

DARK PINK VARIETIES

ROSALIE. (*Patented by Baur-Steinkamp Co. Agreements must be signed*). We are very favorably impressed with the performance of this variety in our greenhouses. We like the way that the plants grow, large and free. The stems are of good length and strength. The variety flowers early and produces well. The color is about the same as that of Ward. The flowers are of medium size, and keep well.

\$20.00 per 100 \$150.00 per 1000

PARAGON. A lovely, vivid dark pink, slightly deeper than My Love. The flower has the same form and size as My Love, with its symmetrical form, high, rounded center and fringed petals. When grown properly, it is a good producer of high quality blooms. Like those of My Love, the flowers keep wonderfully and open up well in water. Stems are long and strong, and very little splitting occurs.

\$8.00 per 100 \$70.00 per 1000

NEW DEAL WARD. A selected and improved Boston Ward. The color is slightly deeper than that of Boston Ward, and the plants are more vigorous. Otherwise the characteristics are those of Boston Ward. We have abandoned all other Ward varieties but this one. It is probably the most important commercial dark pink at present.

\$6.00 per 100 \$50.00 per 1000

DICHLING. One of the few English varieties which does well with us. It is a rich, luminous cerise, rounded in form and of good size and quality. The petals are smooth. The plants are bushy and free with fine, long stems. It is a good producer and keeper.

\$7.00 per 100 \$60.00 per 1000

YELLOW VARIETIES

MAINE SUNSHINE. This is an old variety, but is still the most profitable clear yellow. The flowers are of good size with slightly fringed petals. Production is high, and the blooms keep and ship to perfection.

\$7.00 per 100 \$60.00 per 1000

YELLOW GOLD. (*Patented by Baur-Steinkamp Co. Agreements must be signed*). A clear yellow, but a little lighter in color than Maine Sunshine. The flowers are of medium size and are just about all of top quality. The stems are stronger than those of Maine Sunshine, but production is not as high. The calyx never splits.

\$20.00 per 100 \$150.00 per 1000

GOLDEN WONDER. The best of the yellow variegated carnations. The color is sulphur yellow with pink pencilings. The first flowers may be used as clear yellow. The blooms are large and full, with slightly fringed petals. Production is better than average, and the keeping quality is fine.

\$7.00 per 100 \$60.00 per 1000

*An order for 25 cuttings receives the same careful attention
that is given an order for 10,000*



HOUSE OF MAYTIME TAKEN MOTHERS' DAY 1939

RED VARIETIES

BARBARA FARR. Sport from Spectrum Supreme. It is very slightly lighter than Spectrum Supreme, produces better and splits less. Otherwise the flower and the plant is the same as the parent variety. We are often able to bunch these two varieties together without the difference in color being detected. Of the two, Barbara Farr is to be preferred. In the Spring of the year, it is the best red available.

\$8.00 per 100

\$70.00 per 1000

SPECTRUM SUPREME. This is still probably the most widely grown scarlet variety. It is a heavy producer, the color is fine, the size of the bloom is good, and keeping quality is superb. Plants are large and vigorous.

\$6.00 per 100

\$50.00 per 1000

KING CARDINAL. (*Patented by Baur-Steinkamp Co. Agreements must be signed*). This is the loveliest shade of scarlet available, and flowers of King Cardinal are in great demand. Flowers are of good size with almost smooth petals. It is not very full centered, but keeps well and is an excellent producer. The plants are large, the foliage broad and the growth is vigorous and clean.

\$12.00 per 100

\$100.00 per 1000

*Twenty years' experience has taught us much about
the art and science of growing carnations*

NOVELTY VARIETIES

PELARGONIUM. Most charming and most profitable of the English varieties, and one of the loveliest novelties being offered today. The color is a white ground, overlaid on each petal with crimson maroon, creating a replica of the old Pelargonium. The bloom is large and of good substance. The variety is not a heavy producer, but the flowers will always command premium prices. The plants are tall, the stem is good and the calyx is firm.

\$12.50 per 100 \$100.00 per 1000

BARBARA BRIGHAM. This sport of Golden Wonder is a beautiful light apricot with pink pencilings. The form, size and habits of growth are the same as those of Golden Wonder. This color combines perfectly with other flowers in floral work, and is very popular with retail florists. It is a fine keeper.

\$7.00 per 100 \$60.00 per 1000

DELICACY. Pure white with pink pencilings. The flower is perfectly round, with high full center and measures about three inches in diameter. It is unique in form and color, for the pencilings on the many petals blend to provide a pink tint throughout. The plants are bushy and low, very vigorous and very free. The stem is of medium length and is strong. The flowers are perfect keepers.

\$7.00 per 100 \$60.00 per 1000

DIMITY. An English variety having white petals with deep claret pencilings. The plants are bushy and tall, the stem is long and stiff, and the habits of growth are good. It is a heavy producer. The flowers are of good size, rounded and full with fringed petals.

\$7.00 per 100 \$60.00 per 1000

DARK PINK MAYTIME — WHITE MAYTIME

In August, 1939, we announced that we would accept a limited number of orders for these two sports of Maytime, but that the quantity of stock which we had would not permit our taking orders after November 1st. Long before that date, we had received orders for all that we could supply, about 30,000 cuttings of each. We will be pleased to book orders now for next season's delivery. Each of these sports is the same as the parent variety except for color. The Dark Pink is slightly deeper in color than Pink Treasure. The White is pure white. Neither is restricted.

\$15.00 per 100 \$125.00 per 1000

We have scores of unsolicited testimonials in our files. Space does not permit us to print them. However, we will be happy to refer you to satisfied buyers from every state in this country, from Canada, England, Sweden, Holland, Switzerland, Germany, France, Porto Rico and several South American countries.

Prices in this catalogue cancel all previous price lists.

Pompon Chrysanthemums

From the hundreds of varieties of Poms, we have selected the following list as being outstanding commercial varieties. From the viewpoint of color, quality, production and disease-resistance, everyone of these is a superior and profitable variety. We have eliminated from this list all of the small button types and those that have not made money for us. The cuttings are guaranteed to be strong, well-rooted and clean. Deliveries will start about April 1st. Please order early.

ABBREVIATIONS

S	Best for shading	LF	Large Pompon type
D	Good disbudded	AN	Anemone type
P	Suitable for pot plants	D	Daisy type

WHITE

	Earliwhite (LF)	Oct. 10.	Medium.	Earliest white.
S	Silver Ball (LF)	Oct. 15.	Medium	
SD	Sea Gull (LF)	Oct. 20.	Tall	
SD	Blanche (AN.)	Oct. 27.	Medium	
D	White Anemone (AN.)	Nov. 1.	Medium	
	Cordova (LF)	Nov. 25.	Medium	
	Garza Supreme (AN.)	Dec. 5	Short	

YELLOW

P	Improved Rodell (LF)	Oct. 15.	Medium.	Earliest yellow.
S	Fletcher (D)	Oct. 18	Tall.	Finest early yellow.
SD	Mary Lennon Hall (LF)	Nov. 1.	Tall	
SP	Yellow Fellow (LF)	Nov. 15	Medium	
D	Susanne Miller (AN.)	Nov. 10.	Tall.	Sport of Norma
P	Sunshine (AN.)	Nov. 20.	Medium	
	Yellow Godfrey (D)	Nov. 25	Tall	
	Golden Sceptre (LB)	Nov. 25	Tall	
	Modena (LB)	Nov. 25	Medium	

PINK

S	Capt. Cook (LF)	Oct. 20	Tall.	Dark pink.
D	Lillian Dotty (LF)	Oct. 25	Tall.	Lovely shell pink.
P	W. H. Buckingham (D)	Medium.	Fine	bronzy-pink.
D	Irene Rich (LF)	Medium.	Deep	pink.
P	Thyra (LF)	Nov. 1	Medium.	Deep pink.
D	Betty Rose (AN.)	Nov. 1	Medium.	Light pink with yellow center.
	Pink Godfrey (D)	Nov. 20	Tall.	Beautiful light pink
D	Valencia (D)	Nov. 25	Tall.	Orchid pink.
D	Pink Beauty (D)	Nov. 5	Tall.	Lovely orchid pink.

BRONZE

	Bronze Ermalinda (LF)	Oct. 20	Medium.	Dark golden bronze.
S	Roman Bronze (LF)	Oct. 20	Tall.	Fine Pk-bronze sport of Capt. Cook
PD	Melba (D)	Nov. 1	Medium.	Reddish bronze.
	Pauline Wilcox (LF)	Nov. 1	Medium.	Dark golden bronze.
D	Bronze Norma (AN)	Nov. 10	Tall.	Sport of Norma.
D	Estrelita (AN.)	Nov. 15	Medium.	Bronze throughout.
PD	Rolinda (AN.)	Nov. 20	Medium.	Orange bronze.
	Legal Tender (LF)	Nov. 20	Medium.	Gold and bronze.

RED

D	The Titan (AN)	Nov. 5	Med.	Scarlet-crimson with bronzy-red cushion
PD	Carnelia (D)	Nov. 25	Short.	

MISCELLANEOUS

D	Topknot (AN)	Nov. 5	Tall.	Rose pink petals with creamy-white cushion
SD	Norma (AN.)	Nov. 10	Tall.	Orchid pink petals with golden pink cushion.

All varieties \$3.00 per 100. \$25.00 per 1000

250 of one variety at the 1000 rate

5% discount for cash with order

SIM CARNATION CO., INC.

SAUGUS, MASS.

TERMS

FOR CARNATIONS OR CHRYSANTHEMUMS

PRICES in this booklet are for the trade only. Prices to private estates and others outside the trade will be 20 per cent additional.

TWO HUNDRED FIFTY CUTTINGS, or more, of any one variety, are billed at the 1000 rate. Fewer than 250 of one variety will be billed at the 100 rate.

SMALL ORDERS are welcomed, but prices on all orders for 50 or less of any one variety will be 20 per cent more than the cost per cutting at the 100 rate. No orders accepted for fewer than 25.

SPECIAL RATES may be obtained on orders for more than 2000 cuttings.

DISCOUNTS. We allow a 5 per cent discount if cash accompanies the order. A discount of 2 per cent is allowed if payment is made within ten days of the date of shipment.

PAYMENTS must be made on the first of the month following the date of invoice unless special terms have been arranged.

CREDIT will gladly be extended to worthy greenhouse operators. If you require more than thirty days in which to make payment, arrangements should be made with us previous to shipment. Unless previous arrangements have been made, accounts will be placed for collection at the end of sixty days.

CLAIMS must be in writing to us **WITHIN 24 HOURS AFTER RECEIPT OF SHIPMENT**, or stock must be returned to us within that same period of time. We are not responsible for damage to stock in transit. If stock is frozen, crushed or otherwise damaged in transit, claim should be brought against the transportation company. If you think that our stock is not as it should be, let us know at once. Do not experiment with it and later advise us that it was not satisfactory. No claims will be entertained unless the stock is returned immediately, or unless complaints are mailed to us within 24 hours after the shipment has been received.

CARRIAGE AND PACKING. No charge is made for packing, but carriage charges are paid for by the purchaser in all cases. All prices are F. O. B. Saugus, Mass.

SHIPMENTS will be made by Railway Express except in the case of European orders or unless we are otherwise instructed. In most cases, this is the most economical and satisfactory method of shipping. If your express office is different than your post office, be sure to advise us.

FOREIGN ORDERS must be accompanied by cash with allowances for carriage charges and differences in exchange. Foreign orders should be paid for with International Money Orders or drafts on a U. S. bank. Differences in exchange and the cost of cashing foreign checks often amount to a considerable sum. If special permits are necessary, these should be secured and forwarded to us with the order. We have shipped plants successfully to all parts of the world, but very often delays and expense may be avoided by a word of advice from a purchaser regarding customs requirements, best routes, etc. The average cost for parcel post and insurance on orders going to Europe is about \$1.75 per 100 cuttings.

BEETLE CERTIFICATES will be issued whenever they are requested. We are a Class 1 establishment, and are authorized to issue certificates. These will be issued only when requested **PREVIOUS TO SHIPMENT**. We are not allowed to mail them after shipment has been made.

NOTICES will be mailed you upon receipt of your order if we are unable to make immediate shipment. If we can fill your order within one week of its receipt, no notice will be sent you. Invoices are mailed the day that shipment is made, therefore no additional notice is necessary.

IMPORTANT. Address all communications, send orders and make checks payable to the **SIM CARNATION CO., INC.**, Saugus, Mass.

MEMBERS OF
New England Carnation Growers Ass'n.
American Carnation Society
Massachusetts Horticultural Society
Florists Credit Ass'n., Inc.
S. A. F. & O. H.

FREQUENTLY it is more economical for small growers to purchase their carnation cuttings than to attempt to propagate them. This is sometimes true even with the larger growers, particularly with varieties that produce very few cuttings. Often it is necessary to cut plants back in order to increase stock, and this is not always advisable or profitable. Every carnation grower has occasion to purchase cuttings at one time or another.

If poor stock is secured, it will be extremely difficult to produce fine plants and secure good production, and the small margin of profit which exists in this business is likely to be wiped out. Therefore, some thought should be given as to where an order for cuttings should be placed. Scores of firms offer rooted cuttings for sale, but unless you are acquainted with the type of stock grown by the firm from whom you are buying, it is usually the safest and wisest plan to buy from a firm that specializes in the production of cuttings, for this is a specialized business.

For more than two decades this firm has been a leader in the carnation industry. Its flowers have been awarded innumerable prizes at important flower shows throughout the East. Its plants have been shipped all over the world. The new varieties it has introduced have been many, and have done much to aid the advance of the industry. Wherever carnations are grown, the Sim Carnation Co. is well known and highly regarded.

This firm has studied carefully existing commercial varieties, both the new and the standard ones, and has selected 33 leaders to offer the trade this year. Every one of these varieties has been grown successfully by enough growers for its value to be established. All may not do equally well with any one grower, but all are commercially important. This is one of the most complete lists offered by any one firm.

The men growing and handling this stock are all experts who have grown up in the carnation business and have been employed by this firm from ten to twenty-five years. From November 1st to April 1st, four of the most skilled employees do nothing but select and prepare cuttings for propagation. The men who pack these cuttings have packed carnation cuttings for more than twenty years. Cuttings are carefully selected, are treated with potassium permanganate and are rooted in sterilized sand. Every care is taken to insure a high quality rooted cutting. Of course results cannot be guaranteed, but every cutting is guaranteed to be clean, vigorous and well rooted, and any dissatisfaction will be promptly and cheerfully adjusted. Every important broker in the country handles this stock, and orders placed through your favorite broker receive exactly the same attention as do orders received directly from individuals. The Sim Carnation Co. is planning to root over 600,000 carnation cuttings this season. Whether your requirements are for 50 cuttings or 50,000, your order will be welcomed.

